

*15th Annual*

# **Rural Development Conference**

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*Emerge...Grow...Renew*

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*April 7 and 8, 2010*

*Tennessee Technological University  
Cookeville, Tennessee*

*Hosted by:*

*USDA Rural Development*

*Tennessee Department of Economic & Community Development*

*College of Business Administration, Tennessee Technological University*

*Tennessee Valley Authority*

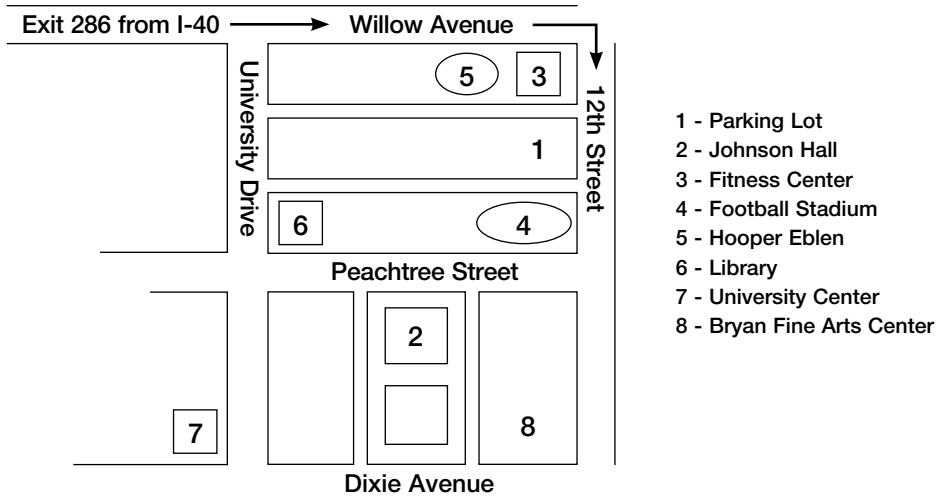


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## *Directions and Parking Instructions for TTU*

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Take exit 286 from I-40 and go north on Willow Avenue. At the 11th traffic light, turn right onto 12th Street. The Fitness Center will be on your right. Park in the lot between the Fitness Center and the football stadium. Shuttles will provide rides to Bryan Fine Arts Center.



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## *Conference Registration*

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**Registration fee: \$80** (Includes reception, continental breakfast, and luncheon)

**Register online at [www.tntech.edu/cob/rdc](http://www.tntech.edu/cob/rdc).** You have the option to pay online using your credit card, or mail a check. If sending a check, please register online and print your completed online registration form to mail in with your check. Please put the name of the person whose registration you are paying for in the memo area of the check. Send your check to: **Tennessee Tech University, Rural Development Conference**, PO Box 5025, Cookeville, TN 38505. If you need a different method of registration, you may contact Sue Earls at 931-372-3655.

**Registration fee is not refundable after April 1, 2010**

*For other questions about registration or for special needs considerations, call 931-372-3839. For program information, call Rural Development USDA at 615-783-1300 or visit [www.rurdev.usda.gov/tn](http://www.rurdev.usda.gov/tn). The sponsors are equal opportunity providers and employers.*

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*Your economic development success begins here. Please don't miss this opportunity to join other regional leaders as they learn the latest on helping communities grow.*

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## *Plenary Session Speakers*

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### **Robert Pittman**

Robert Pittman is an acknowledged expert, widely published author and frequent speaker in the fields of corporate real estate and community and economic development. He has provided consulting services to leading public and private organizations across the U.S. and abroad. He has held a number of executive industry positions, including director of Lockwood Greene's Global Business Location and Economic Development Consulting Group and deputy director of the International Development Research Council (now CoreNet).



### **Jennifer Tanner**

Jennifer Tanner is a skilled project manager, facilitator and knowledgeable authority on community and economic development competitiveness and change management. She provides consulting services to instill confidence and trust in the implementation of creative, best-practice solutions. Tanner has worked for companies in human resource management, nonprofit organization management, business development, engineering and construction, and for institutions of higher learning. Previously a senior project manager with Lockwood Greene's Global Business Location and Economic Development Consulting Group, she brings her down-to-earth personality to all client relationships and works to develop long-term partnerships.

## *Luncheon Speaker*

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### **Dr. Dale Henry**

Dr. Dale Henry grew up in the foothills of the Smoky Mountains, an area that is bountiful in two things—hospitality and storytelling. He has been in customer service over half his life and has been a teacher, principal, dean of the oldest college in Tennessee, businessman, author, speaker and trainer. His storytelling ability propelled him as a teacher. This quality, combined with his customer service skills and unique ability to captivate audiences, has skyrocketed him in his speaking career. Since he began speaking just a few short years ago, corporate, government and educational organizations have called on him regularly to train their professionals. His client list is a virtual Who's Who of the top businesses and agencies in the nation. Dr. Henry is a master teacher in every sense of the word, and he is what motivational speakers aspire to become.

In keeping with his book title, *The Proverbial Cracker Jack: How to Get Out of the Box and Become the Prize*, Dr. Henry is definitely the prize!

Rural Development  
3322 West End Avenue, Suite 300  
Nashville, TN 37203

# Workshops

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**“What Rural Communities Can Do to Create Economic Opportunity”**

Robert Pittman and Jennifer Tanner, Janus Economics, Atlanta, Georgia

**“How to Speak with Credibility in a Difficult Economy”**

Mimi Bliss, Bliss Communications, Nashville

**“When Bricks and Sticks Aren’t Enough: Extending the Customer Experience Online”**

**“Don’t Just Survive, Thrive! Eight Marketing Principles for Business Success in Any Economy”**

Marianna Hayes Chapman, HALO Business Advisors, Clinton, Mississippi

**“Second Stage Entrepreneurship Development”**

Penny Lewandowski, Edward Lowe Foundation, Cassopolis, Michigan

**“YourEconomy.org: A Website Tool for Economic Development Practitioners”**

Mark Lange, Edward Lowe Foundation, Cassopolis, Michigan

**“Community Coaching: Engaging and Investing in Community Change”**

Mary Emery, Iowa State University, Ames, Iowa

**“Understanding Community Conflict”**

**“Leadership in the Real World”**

Anne Heinze Silvis, University of Illinois, Urbana, Illinois

**“Cultivating Community Charitable Assets/Gifts for Economic Development Projects”**

**“Engaging Entrepreneurial Youth”**

Craig Schroeder, Rural Policy Research Institute, Lincoln, Nebraska

**“The Great Divide: Bridging Generations in the Workplace”**

Kristi Brown, TVA Economic Development, Tupelo, Mississippi

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**Wednesday, April 7, 2010**

**5:30 pm Reception**

Leslie Town Centre, Cookeville Area-Putnam County Chamber of Commerce,  
One West First Street, Cookeville  
Shuttle service leaves the Holiday Inn Express, Clarion Hotel, and Comfort Inn  
and Suites beginning at 5:15 pm

**Thursday, April 8, 2010**

**7:30 am Registration and Continental Breakfast**

Bryan Fine Arts Center, Tennessee Technological University

**8:30 am Welcome**

Dr. Robert Bell, President, Tennessee Technological University  
Bobby Goode, Tennessee State Director, USDA Rural Development  
John Bradley, Senior Vice President, TVA Economic Development  
Matthew Kisber, Commissioner, Tennessee Department of Economic and  
Community Development

**8:45 am Plenary Session**

“Attracting and Engaging Leadership Using Community Indicator Systems”  
Robert Pittman and Jennifer Tanner, Janus Economics, Atlanta

**10:30 am Concurrent Workshops**

“What Rural Communities Can Do to Create Economic Opportunity”  
Robert Pittman and Jennifer Tanner, Janus Economics, Atlanta

“How to Speak with Credibility in a Difficult Economy”  
Mimi Bliss, Bliss Communications, Nashville

“When Bricks and Sticks Aren’t Enough: Extending the Customer Experience Online”  
Marianna Hayes Chapman, HALO Business Advisors, Clinton, Mississippi

# Conference *Agenda*

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“Second Stage Entrepreneurship Development”

Penny Lewandowski, Edward Lowe Foundation, Cassopolis, Michigan

“Community Coaching: Engaging and Investing in Community Change”

Mary Emery, Iowa State University, Ames, Iowa

## **11:45 am Lunch**

“How to Get Your Whack Back!”

Dr. Dale Henry

## **1:30 pm Concurrent Workshops**

“Understanding Community Conflict”

Anne Heinze Silvis, University of Illinois, Urbana, Illinois

“Cultivating Community Charitable Assets/Gifts for Economic Development Projects”

Craig Schroeder, Rural Policy Research Institute, Lincoln, Nebraska

“Don’t Just Survive, Thrive! Eight Marketing Principles for Business Success in Any Economy”

Marianna Hayes Chapman, HALO Business Advisors, Clinton, Mississippi

“YourEconomy.org: A Website Tool for Economic Development Practitioners”

Mark Lange, Edward Lowe Foundation, Cassopolis, Michigan

## **2:45 pm Concurrent Workshops**

“Leadership in the Real World”

Anne Heinze Silvis, University of Illinois, Urbana, Illinois

“The Great Divide: Bridging Generations in the Workplace”

Kristi Brown, TVA Economic Development, Tupelo, Mississippi

“Engaging Entrepreneurial Youth”

Craig Schroeder, Rural Policy Research Institute, Lincoln, Nebraska

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# Hotel Information

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Several area hotels can provide convenient accommodations during your stay.

<b>Baymont Inn &amp; Suites</b>	<b>931-525-6668</b>
<b>Comfort Suites</b>	<b>931-372-1881</b>
<b>Country Inn</b>	<b>931-520-3800</b>
<b>Hampton Inn</b>	<b>931-520-1117</b>
<b>Holiday Inn Express</b>	<b>931-881-2000</b>
<b>Clarion Hotel</b>	<b>931-526-7125</b>
<b>Comfort Inn &amp; Suites</b>	<b>931-372-0086</b>
<b>Fairfield Inn &amp; Suites</b>	<b>931-854-1050</b>

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# Directions to Leslie Town Centre – Reception Location

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## From Nashville/I-40 East

Take exit 287, turn left off the exit ramp onto Jefferson Avenue, and go back under the interstate. Stay on Jefferson through several traffic lights (approximately 1.5 miles). After passing the courthouse on the right, turn left at four-way stop onto First Street. Go straight through one traffic light and one more stop sign. The Town Centre is the large brick building on the left.

## From Knoxville/I-40 West

Take exit 287 and turn right off the exit onto Jefferson Avenue. Stay on Jefferson through several traffic lights (approximately 1.5 miles). After passing the courthouse on the right, turn left at four-way stop onto First Street. Go straight through one traffic light and one more stop sign. The Town Centre is the large brick building on the left.

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